

Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1. (Currently Amended) A method for obtaining content for publication, the method comprising the following steps:
 - (a) storing publishable content within at least one content server, each item of the publishable content including specific criteria pertaining to publication of the item;
 - (b) generating, by a publishing system, a request for publishing content, the request for publishing content including requested criteria for the requested publishing content;
 - (c) sending, by the publishing system to a service location system, the requested request for publishing content;
 - (d) using, by the service location system, the requested criteria for the requested publishing content to obtain from the at least one content server, first publishing content that satisfies the requested criteria, each of the at least one content server utilizing the specific criteria pertaining to publication of each item to determine which publishable content to send to the service location system; and,
 - (e) returning from the service location system to the publishing system the first publishing content.

2. (Original) A method as in claim 1 wherein in step (a) the publishable content contains one of the following:

print advertisements;
recipes;
music lyrics;
radio spot advertisements; and,
audio-visual advertisements.

3. (Original) A method as in claim 1 wherein in step (a) the at least one content server includes a plurality of content servers arranged in a hub network configuration.

4. (Original) A method as in claim 1 wherein in step (a) the at least one content server includes a plurality of content servers arranged in a hierarchical network configuration.

5. (Original) A method as in claim 1 wherein in step (a):
the publishable content contains recipes; and,
the at least one content server includes a recipe server that stores recipes and an advertisement server that stores advertisements.

6. (Original) A method as in claim 5 wherein in step (a):
the at least one content server additionally includes a book repository server.
7. (Original) A method as in claim 6 wherein in step (e):
the first publishing content includes a first recipe plus a reference to a book that contains the first recipe.
8. (Original) A method as in claim 5 wherein in step (e):
the first publishing content includes a first recipe plus at least one advertisement related to the first recipe.
9. (Original) A method as in claim 1 wherein in step (a):
the publishable content contains advertisements; and,
the specific criteria includes at least one of the following:
 - a profile of a targeted audience,
 - print quality of the content, and
 - acceptable cost of impressions.
10. (Currently Amended) A method for obtaining content for publication, the method comprising the following steps:

(a) generating, by a publishing system, a request for publishing content, the request for publishing content including requested criteria for the requested publishing content;

(b) sending, by the publishing system to a service location system, the requested request for publishing content;

(c) using, by the service location system, the requested criteria for the requested publishing content to obtain from at least one content server, first publishing content that satisfies the requested criteria, each of the at least one content server utilizing specific criteria included in publishable content to determine which publishable content to send to the service location system; and,

(d) returning from the service location system to the publishing system the first publishing content.

11. (Currently Amended) A system for obtaining content for publication, the system comprising:

a publishing system that generates a request for publishing content, the request for publishing content including requested criteria for the requested publishing content; and,

a service location system for receiving the request for publishing content from the publishing system, the service location system using the requested criteria for the requested publishing content to obtain from at least one

content server first publishing content that satisfies the requested criteria, each of the at least one content server utilizing specific criteria included in publishable content to determine which publishable content to send to the service location system, the service location system returning the first publishing content to the publishing system.

12. (Original) A system as in claim 11 wherein the publishable content contains one of the following:

- print advertisements;
- recipes;
- music lyrics;
- radio spot advertisements; and,
- audio-visual advertisements.

13. (Original) A system as in claim 11 wherein the at least one content server includes a plurality of content servers arranged in a hub network configuration.

14. (Original) A system as in claim 11 wherein the at least one content server includes a plurality of content servers arranged in a hierarchical network configuration.

15. (Original) A system as in claim 11 wherein:
the publishable content contains recipes; and,
the at least one content server includes a recipe server that stores
recipes and an advertisement server that stores advertisements.

16. (Original) A system as in claim 15 wherein:
the at least one content server additionally includes a book repository
server.

17. (Original) A system as in claim 16 wherein:
the first publishing content includes a first recipe plus a reference to a
book that contains the first recipe.

18. (Original) A system as in claim 15 wherein:
the first publishing content includes a first recipe plus at least one
advertisement related to the first recipe.

19. (Original) A system as in claim 11 wherein:
the publishable content contains advertisements; and,
the requested criteria includes at least one of the following:
a profile of a targeted audience,
print quality of the content, and

acceptable cost of impressions.

20. (Currently Amended) A system as in claim 11 wherein the publishing content is for display on at least one of the following devices: personal digital assistants (PDAs);
pager; |